

Announcement of SPRING Opening Prices

that no doubt the buying public will appreciate and take full advantage of.

As far back as last October Belk stores started to accumulating desirable spring goods, taking it in as soon as mills completed the making, and paying cash. The consequence is, **BELK STORES** will save you many Dollars on your spring buying.

White Goods	Hosiery	Curtain Goods and Draperies	Gent's Furnishings	Men's and Boy's Clothing
25c value, 36 in. pajama checks.....20c	18c value ladies black and white hose, special.....12½c	The biggest and most complete line of curtain goods and draperies ever carried by this store.	Lion Brand Shirts.....98c, \$1.25, \$1.48	We have a very interesting array of men's and boy's clothing in the newest and best garments.
25c value, 36 in. middie twills.....20c	18c infants white hose 4-6½, special.....12½c	19c value pretty lace curtain goods.....12½c	Lion Brand silk shirts.....\$2.98, \$3.98 and \$5.00	Special offering in men's Blue serge suits, all wool.....\$18.
25c value, 36 in. bleaching.....19c	"Gordon" round ticket hose for misses, black and white, fine rib.....25c to 35c	35c value plain and white curtain scrim.....25c	Men's 75c Dress shirts with and without collars.....50c	These are well tailored suits and easily worth \$25.
30c value, 36 in. Lonsdale cambric, nainsook finish.....25c	35c value ladies' mercerized lisle hose, black, white, brown and tan, special.....25c	Big assortment, 35c value curtain swiss, with various designs.....25c	Long John work shirts, spl.....85c	Style Plus Clothes for men.....\$21. and \$25.
Assorted checks, 20c value dimities.....15c	Children's socks, white and colors.....15c and 25c	50c value novelty curtain goods.....35c	Boy's dress shirts.....48c, 75c, and 98c	Belk suits in Conservative and Young Men's style.....\$10. \$11.95, \$12.50, \$15.00, \$18.00 and \$22.50.
Better dimities.....18c to 35c	50c value ladies' black and white lisle hose.....35c	Big line draperies in light and dark designs.....25c, 35c, 69c	Lion Brand collars.....20c two for 35c	Boys' school suits, new models.....\$2.95, \$3.98, \$4.95 up to \$8.95
Any quality of batiste desired.....35c to \$1.00 yd.	75c value Gordon "round ticket" ladies fibre silk hose, black and white, sky, pink, navy, rose, copenhagen and grey, spl.....65c	Lunn and Sweet Old-time Comfort Slippers	Slidewell collars.....15c 2 for 25c	15 Dozen Men's Summer Pants, 98c.
King Philips mills "family" nainsook, 12 yd. bolts.....\$2.48	\$1.25 value Gordon African brown hare.....98c	Low heel, 1 strap kid pumps.....\$2.48	Lion Brand collars for boys.....15c	\$1.25 and 1.50 value men's pin check and kahki pants just the thing for summer, spl.....98c
1906 imperial sea island nainsook, 10 yd. bolts.....\$2.68	\$1.75 value Gordon H300 ladies' pure thread silk hose, a few dozen brought over in black, white and assorted colors.....\$1.35	Low heel, plain toe Juliet.....\$2.48	Men's hose all colors.....10c, 15c, 25c, 48c	Better grade men's Kahki and Pin check pants.....\$1.48
1908 imperial sea island nainsook, 10 yd. bolts.....\$3.00	90c value ladies' Gordon silk hose, perfectly shaped with seam in back.....75c	Medium heel, 2 strap kid, and patent pumps.....\$2.98	B. V. D. Shirts and drawer.....50c	Men's Dress Pants.....\$1.75
777 Oyama 44 in. nainsook, 10 yd. bolts.....\$3.25		Low heel, oxford tie common sense.....\$2.98	B. V. D. Union suits.....\$1.00	Boy's Kahki pants.....48c 85c
225 imperial long cloth chamamois finish 10 yd. bolts.....\$1.98		Medium heel plain toe oxford tie, very neat.....\$3.48	Big line wash ties.....19c, 25c, and 48c	Boy's Dress pants.....48c \$1.98
"Marquiss" long cloth 10 yd. bolts.....\$1.98		This line of shoes has made us many friends—you should see them.	Suspenders for men and boys.....10c, 15c, 25c, 48c	Boy's pants, sizes 5 to 8.....29c
25c value assorted dotted Swiss.....18c		Sweet Sally Lunn, soft kid pumps, Louis and Military heels, a good \$5.00 value.....\$3.98	Ladies' and Children's Petticoats, Gowns and Muslin Drawers.	Suit Cases and Hand Bags
Plain white flaxons.....20c to 35c yd.	Shoes	G. Edwin Smith's nifty dress pumps. Dull kid Louis heel, bright kid Louis heel and patent kid Louis heel. They would be cheap at \$5.00, but we price them at.....\$3.98	Ladies' petticoats.....48c and 49c	\$1.50 value suit cases.....98c
40 in. white and colored voiles, 35c value.....25c	Ladies' \$2.00 value solid leather oxfords, low heel, strap pumps, low heel oxford ties and common sense ties.....\$1.69	Brown and grey pumps and ties, mahogany brown, Louis heel kid pumps, grey. Excellent \$6.50 values.....\$5.75	Ladies' nainsook and cambric petticoats.....75c	\$2.00 value black hand bags.....\$1.48
35c value, 40 in. white and colored organdies.....25c	Ladies' \$2.50 value solid leather slippers, gun and pat, Mary Jane, pat and kid two strap medium heel, medium and low heel ties.....\$1.98	Mahogany brown military heel, oxford tie. Mahogany brown military heel, pumps. \$6.00 values priced conservatively at.....\$4.95	\$1.25 and \$1.75 value ladies' petticoats, special 95c and \$1.35	Tan calf hand bags.....\$8.95 and \$9.95
35c value pink, flesh and sky crinkle crepe for underwear.....25c	Ladies' \$3.00 values solid leather slippers, medium heel pat colonial pumps, pat 2 strap pump medium heel. Low heel, 1 strap pat. pump medium heel kid ties.....\$2.48	Extra special, Sanford 4 yd. sea island.....16½c yd. (Last quotations from mill was 18c)	Ladies' muslin gowns, 48c and 49c	Black Walrus hand bags.....\$12.95 and \$14.95
Big assortment of white waist goods that will have to be seen to be appreciated.....35c to 45c		A splendid selection of dress and apron gingham that is worth today 20c to 22½c per yd. but sold in the usual Belk way, per yd.....15c	Better grade ladies' gowns.....59c, 95c, \$1.35	Straw Hats.
White skirt goods in various stripes at.....25c and 48c		About 3,000 yds. fancy lawns and voiles that you would consider cheap at 18c but our price is.....15c	Children's gowns.....48c and 98c	Straw hats will begin to make their appearance shortly. We have quite a lot of them in all prices and grades.....48c to \$2.98
36 in. 45c value poplins, white, black and colors.....35c		A beautiful assortment of fancy flaxons, 35c value at.....25c	Children's petticoats.....25c, 48c and 50c	Notions and Toilets
Table Linen, Sheets, Quilts &c	Men's and Boy's Oxfords	36 in. percales, fast colors, light and dark patterns.....18c to 25c	Teddy bears and camisoles for less.....	Fairy soap.....2 cakes for 5c
India linens.....10c, 12½c, 15c, 25c	\$3.00 value men's black and tan oxfords.....\$2.48	Best qualities dress gingham in a good assortment of patterns.....25c	Long cloth, crepe de chine and satin camisoles, 50c and 98c	Palm Olive soap.....10c, 3 for 25c
98c value table damask in several beautiful designs.....75c	Ringwood \$3.50 value men's black blucher and English, solid leather oxfords.....\$2.95	Hats and Caps for Men and Boys	Ladies' long cloth teddy bears.....48c, 69c and 98c	Sweet Maiden soap.....5
Lots of napkins in mercerized and all linen at prices ranging from.....\$1.48 to \$5.95 doz.	Selwyn \$4.00 values black and tan English, solid leather.....\$3.48	Men's and boys' blue serge and fancy caps.....25c, 48c and 95c	Ladies' pink crepe de chine teddy bears.....\$1.98 and \$2.98	Glycerine soap.....10c, 3 for 25c
18c value daisy pillow cases.....12½c	\$4.00 values gun metal button and blucher, solid leather.....\$3.50	Men's ounce hats.....69c	G. Edwin Smith's Dress Shoes	Woodbury's facial soap.....25c
35c value pillow cases.....25c	Charlotte \$4.50 values tan English oxfords.....\$3.98	Men's dress hats in black only \$2.00 value, spl.....\$1.48	Black kid Louis heel, champagne cloth tops, 8 inch boot.....\$5.75	Palm olive Vanishing Cream.....48c
\$1.75 value "wear-well" sheets 81X99.....\$1.48	Ralston guaranteed to fit and wear in a variety of styles and prices that will surely make you a purchaser if you will ask to see them.	Belk hats.....\$1.98	Black kid Louis heel, grey cloth top, 8 inch boot.....\$5.75	Palm Olive Cold cream.....48c
63X90 \$2.00 value crystal quilts.....\$1.75	\$1.75 value little gents solid leather oxfords, 9-13½.....\$1.48	Belk and Bonna hats.....\$2.98	Havanna kid Louis heel, brown cloth top, 8 in boot.....\$5.75	Pompeian massage cream.....35c
81X90 \$2.50 value crinkle quilts.....\$1.98	\$2.00 values boys oxfords 1 to 2.....\$1.65	John B. Stetson hats, Columbia and Dakota style.....4.50 and 5.00	Havanna brown all kid 8 in boot \$10.00 values.....\$8.95	Sanitol massage cream.....25c
\$1.75 value Chester double bed quilts.....\$1.48	\$3.50 value boys' black and tan blucher oxfords, 2½ to 5.....\$2.98	John B. Stetson Hats new models.....\$4. \$4.50 and 5.00	Grey all kid 8 in boot, \$9.00 values.....\$7.95	Ponds vanishing cream.....25c
Huck towels.....10c, 12½c, 15c	"W. B." and "Lestelle" Rust-proof Corsets.	Palm Beach Suits for Men	Genuine white wash kid a \$12.00 value.....\$8.95	Rouge.....10c, 25c, 48c
Turkish towels.....10c, 15c, 18c, 25c, 35c	"W. B." and "Lestelle" rust-proof corsets, back and front lace, flesh and white.....\$1.25, \$1.48, \$1.98 and \$2.98	A little early to wear just now, but a good buy at these prices. Genuine palm beach suits, \$4.95 up to \$7.95	White Shoes and Oxfords	Safety pins.....5c card
18c value union toweling, yd. 12½c	"W. B." Brassiers.....48c and 98c		White canvass rubber sole and heel high top shoes, a sensation at.....\$1.48	Pencils.....1c, 3c, 5c
Silks at Old Prices	Ladies' Gauze Vests 15c.		White canvass military heel, leather sole boot, a good \$2.50 value.....\$1.98	Pen tablets.....5c, 10c, 19c, 25c
All colors 35c value Japanese silks.....25c	Ladies' full cut gauze vest.....15c		White canvass low heel leather sole pumps.....\$1.48	Pencil tablets.....5c
Wash Jap silks in all shades a 75c value for.....50c	Better quality ladies' gauze vest.....25c		Misses' Keds.....\$1.48	Box paper.....10c, 19c, 25c, 35c
\$1.50 value, 36 in black taffeta.....\$1.25			Ladies' Keds.....\$1.75	Hair pins.....1c, package
Big line taffetas and mesalines in all shades, \$1.75 values \$1.48			Better grades white shoes and oxfords, with Neolin and Ivory soles priced at.....\$3.48, \$3.75, \$3.98, \$4.45, \$4.95	Better hair pins.....3c, 5c, 8c, 10c
A new arrival of nifty silk foulards that would be cheap at \$2.50 but sold at \$1.98			Men's and Boy's Overalls	Ball thread, white, brown and black.....1c
\$1.75 values 40 in. georgettes and crepe-de-chines in all the staple and novelty shades at.....\$1.48			We've had 50 dozen of these bought for over 6 months. A part of them have just arrived and are offered at under value prices.	Good heavy shoe strings.....5c, Black and Tan
			Men's better overall pants.....\$1.48 and \$1.75	Shoe strings.....1c pair
			Men's overall jackets.....\$1.48 and \$1.75	Ladies 72 inch boot strings, black, white, grey and brown.....10c
			Youth's overalls.....85c, 98c and \$1.48.	35 cases Octagon soap, (LARGE SIZE) spl.....5c
				Gold Dust Twins large size spl.....5c.
				Raincoats
				April showers make raincoats especially desirable. Why not buy one.....price \$3.98 and \$5.00
				Rompers
				Great values in children's rompers, wash suits.
				35c value children's rompers special.....25c
				75c value children's rompers.....48c
				75c and \$1.00 children's wash suits, nicely made and of good material, special.....48c and 75c
				\$1.25 and \$1.50 value children's wash suits, 98c and \$1.48

STEPHENSON-BELK COMPANY

Rockingham, N. C.

DEPARTMENT STORE

17 Stores, Sell it For Less for Cash.